AutoTrader.com to Award Grand Prize in Sweepstakes Featuring Singer-Songwriter Maggie Brown

Radio listeners tune in to win up to $25,000 towards a used car on AutoTrader.com

AutoTrader.com, the world's largest automotive marketplace, today announces that it will award the Grand Prize in a sweepstakes featuring the new smash hit "Used Cars" by country recording artist Maggie Brown. Radio listeners across the country who tune in to the more than 50 participating radio stations will be given a chance to win $25,000 towards the purchase of a used car on AutoTrader.com.

(Logo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO)

Launching today and running through the beginning of October, depending on the market, the sweepstakes includes the grand prize of up to $25,000 toward the purchase of a used car on AutoTrader.com, as well as AutoTrader.com prize packs and Maggie Brown CDs.

"Sponsoring an up and coming singer and her song is a unique way for us to reach new audiences," said Clark Wood, vice president of marketing, AutoTrader.com. "Maggie's 'Used Cars' reflects the spirit of fun we encourage consumers to bring to the process of discovering their car on our site." AutoTrader.com currently has 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provides the largest selection of vehicles attracting more than 8 million unique visitors every month.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 8 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings and comprehensive search functionality, AutoTrader.com unites buyer and seller online -- dramatically improving the way people research, locate and advertise vehicles. AutoTrader.com has been named "the most useful used car site" by consumers and driven the most online used car sales according to JD Power and Associates 2004 Used Autoshopper.com Study(SM).

AutoTrader.com is a majority-owned subsidiary of Manheim, the world's leading provider of automotive services to commercial sellers and automobile dealers. Manheim is a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., and AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

About Maggie Brown

For more information about Maggie Brown, visit www.MaggieBrown.net .

Photo: NewsCom: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO
AP Archive: http://photoarchive.ap.org/
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: AutoTrader.com

CONTACT: Louise Barr of AutoTrader.com, +1-404-843-5943, or louise.barr@autotrader.com

Web site: http://www.autotrader.com/

http://www.maggiebrown.net/

---

https://press.autotrader.com/news-releases?item=66628